

## Message Text

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12

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 COME-00 MMS-01 PER-01 /020 W

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R 110615Z JUN 75

FM AMEMBASSY KABUL

TO SECSTATE WASHDC 2946

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EO 11652: NA

TAGS: AFSP, AF

SUBJ: FY-1977 COMMERCIAL BUDGET

REF: A) STATE 126829; B) KABUL 2526

1. AS AFGHANISTAN IS ATTEMPTING, IN FITS AND STARTS, TO BEGIN A MASSIVE DEVELOPMENT PROGRAM WHICH COULD PROVIDE UNPRECEDENTED COMMERCIAL OPPORTUNITIES HERE FOR U.S. BUSINESS, OR COULD PROVE A TOTAL FLOP, IT IS PARTICULARLY DIFFICULT AT THIS POST TO ESTIMATE LEVELS OF EXPENDITURES. PAST BUDGETS ARE OF LITTLE ASSISTANCE, AS EXPANDED COMMERCIAL OPPORTUNITIES COULD INVOLVE THE ECONOMIC-COMMERCIAL SECTION IN TYPES OF ACTIVITIES WITH WHICH IT HAS NO COST EXPERIENCE. THE FOLLOWING FIGURES REPRESENT OUR BEST ESTIMATES, BUT LATER CHANGES SHOULD NOT BE A SURPRISE TO WASHINGTON.

2. THE FOLLOWING FIGURES REPRESENT PRIMARILY THE COSTS OF THE ECONOMIC-COMMERCIAL SECTION, BUT INCLUDE A REASONABLE PERCENTAGE OF THE COSTS OF ALL OTHER EMBASSY SECTIONS, ESPECIALLY FOR REPRESENTATION AND TRAVEL. THE COSTS OF DIRECT USIS PROGRAMS, SUCH AS PLACEMENT OF ARTICLES ON US BUSINESS IN LOCAL MEDIA, THE VOA "NEW PRODUCTS" PRESENTATION AND ITS FOLLOW-UP IN USIS BULLETINS ARE NOT INCLUDED, NOR ARE THE COSTS WITHIN USAID PROGRAMS WHICH MAY RESULT IN COMMERCIAL OPPORTUNITIES FOR U.S. FIRMS, AS NEITHER OF THE ABOVE FIT THE LISTED CATEGORIES.

3. ESTIMATED COMMERCIAL EXPENDITURES BY CATEGORY AND FISCAL  
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YEARS FOLLOWS:

(ALL U.S. \$)      FY-1975   FY-1976   FY-1977

COMMERCIAL LIBRARIES	100	140	175
COMMERCIAL TRAVEL	1058	1470	1470
COMMERCIAL NEWSLETTER	120	150	180
(PLUS DISTRIBUTION COSTS)	180	200	225
COMMERCIAL CONTRACTUAL			
SERVICES	0	150	300
COMMERCIAL REPRESENTATION	780	1470	1470
TOTALS	2238	3580	3820

4. COMMERCIAL TRAVEL COSTS ARE ASSUMED TO INCREASE AND THE NUMBER OF TRIPS IS EXPECTED TO INCREASE BY APPROXIMATELY 25 PERCENT BECAUSE OF AN EXPECTED INCREASE IN INDUSTRIAL DEVELOPMENT OUTSIDE OF KABUL. ACTUAL INCREASES WILL DEPEND ON EXTENT OF ACTUAL DEVELOPMENTS. COMMERCIAL NEWSLETTER COSTS ASSUME A 10-20 PERCENT INCREASE IN CIRCULATION AND PROBABLE WIDER DISTRIBUTION OUTSIDE OF KABUL. TO DATE, EMBASSY KABUL HAS NOT USED CONTRACTUAL SERVICES FOR COMMERCIAL PURPOSES. SINCE IT IS NOT AN UNLIKELY PROSPECT THAT SOME OUTSIDE SERVICES MAY BECOME NECESSARY AS BUSINESS EXPANDS, WE HAVE PROJECTED 50 MAN-HOURS FOR 1976, AND 100 FOR 1977, AT \$3.00 PER HOUR. STARTING WITH 1976, WE HAVE BUDGETED \$300.00 ANNUALLY WITH THE REPRESENTATION FIGURES, FOR STRICTLY TRADE PROMOTION WORK, I.E., BRINGING AFGHAN PROSPECTS TOGETHER FOR A SALES PRESENTATION. THE REMAINDER CONSTITUTES OUR ESTIMATES OF THE NORMAL INCREASE AT PRESENT PER CAPITA ENTERTAINMENT LIMITS. THIS ASSUMES SOME OUT-OF-POCKET COSTS FOR EXPECTED LEVELS OF ENTERTAINMENT. IF THE PER CAPITA LIMITS WERE RAISED, THE FIGURES FOR THAT YEAR SHOULD BE ADJUSTED UPWARD.

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